

MC 4020
Content Analysis

In class we discussed what a content analysis is, how to create and conduct a content analysis, and how to determine the reliability of a content analysis. This week your group's task is to create a content analysis that evaluates how the companies with the top PR failures of the last 10 years spoke to their publics during crisis situations. Make sure to think of categories that address the different crisis reactive strategies (pre-emptive action, offensive response, defensive response, diversionary response, vocal commiseration, rectifying behavior and deliberate inaction). We will create the coding book in class.

Your group needs to find and **code a minimum of 25** different PR crisis. In addition, your group needs to come up with (from literature) **A minimum of 4-6 coding categories** for this assignment.

Make sure to address the following from this week's lesson on content analyses:

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
Overview. <ul style="list-style-type: none"> Why is this topic important? State your research question and/or hypothesis at the top of the page. 	5	4.0	3.5	3.0	2.5-0.0
Design. <ul style="list-style-type: none"> Provide a rationale as to why a content analysis would be a good method to use to examine this question/hypotheses. Discuss any pertinent details regarding your content analysis. 	5	4.0	3.5	3.0	2.5-0.0
Population. <ul style="list-style-type: none"> Define the population of interest. Begin by determining the boundaries of the body of content to be considered. Start with the medium of 	5	4.0	3.5	3.0	2.5-0.0

<p>interest. Websites?</p> <ul style="list-style-type: none"> • If you are interested in websites, which websites will you include in your sample? Justify where necessary. • Second, identify the time period that will be coded. • Tell why that period was selected. • Last, identify the sampling technique (if any) to be used in selecting the specific websites that you will examine. 									
<p>Unit of Analysis.</p> <ul style="list-style-type: none"> • Select and define the unit of analysis. • Include the specific rules and/or definitions for determining these units to ensure agreement among coders on the “thing” being analyzed (not the categories). For example, assume that the unit of analysis is an advertisement in a magazine. You will need to describe and/or define what you mean by an advertisement, telling the coders which ads will be included in the sample (e.g. all ads containing minority models and/or characters). 	5	4.0	3.5	3.0					2.5-0.0
<p>Measurement Categories.</p> <ul style="list-style-type: none"> • Construct the categories to be content analyzed. Keep in mind the rules for developing 	5	4.0	3.5	3.0					2.5-0.0

<p>categories, including mutual exclusion and exhaustivity.</p> <ul style="list-style-type: none"> This will be included on a <i>separate sheet</i> of paper as the "coding sheet." You may make reference to the coding sheet in the text of your assignment. 					
<p>Measurable Scoring Units & Code Book.</p> <ul style="list-style-type: none"> Establish a quantification system, including details about how to code the categories. This will be included on a <i>separate sheet</i> of paper as the "coding book." The quantification system can include nominal, ordinal or interval measures. However, keep in mind that as the level of measurement becomes more sophisticated, the details included in your definitions and coding procedures also needs to become more sophisticated. 	5	4.0	3.5	3.0	2.5-0.0
<p>Content Analysis & Results</p> <p>Attach your coding sheet and code book as an Appendix.</p> <ul style="list-style-type: none"> Coding materials will not count toward page length. <p>Add your SPSS file to the Dropbox.</p>	5	4.0	3.5	3.0	2.5-0.0
<p>Manship Essentials and AP Style</p> <ul style="list-style-type: none"> Style and content are appropriate for the target public(s). Sentence structure. Spelling and punctuation. 	5	4.0	3.5	3.0	2.5-0.0

- Accuracy.
- Writing is interesting and informative.
- Completeness: Reader is not left with any unanswered questions.
- Style and format are appropriate for the medium you are using.
- Content meets objectives.
- Structure is appropriate: introduction, organization, transitions.
- Grammar and syntax.

Format:	5	4.0	3.5	3.0	2.5-0.0
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- 12 pt. Times New Roman Font.
- 1" page margins all around.
- No more than 4 pages single-spaced.
- Make sure to include citations for all information in APA format.
- Include cover page and reference page (will not count toward page length).